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China Envoy Expected to Replace Colby

CIA Needs Bush's PR Talent

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even when they are members of Congress.

Ford has been expected for some time to replace Colby. But up until yesterday administration sources had insisted that his departure was not imminent.

A career CIA employee, Colby came under fire from two directions — CIA critics accused him of covering up wrongdoing by the agency and CIA supporters complained he had been too candid in admitting the agency's shortcomings.

From a practical standpoint, Colby's flaw may have been his failure to agree on substantive matters with Secretary of State Henry A. Kissinger, the Ford administration's most skillful political infighter and the apparent winner in the current shake-up.

If Ford switches the CIA's top job from a career intelligence officer to an outsider, he will be following one of the key recommendations of the Rockefeller Commission, which reported last June on its investigation of the agency.

THE COMMISSION said:

"Consideration should be given to individuals from outside the career service of the CIA. . . . Experience in intelligence service is not necessarily a prerequisite for the position; management and administrative skills are at least as important as the technical expertise which can always be found in an able deputy."

While Bush may be just the man to take on the CIA's public relations problems, his credentials are much less impressive on the substantive issues faced by the agency.

It can be said that the only thing Bush has in common with top CIA officials is his prep school and Ivy League education. He is a graduate of Phillips Academy and Yale.

The son of the late Sen. Prescott Bush, R-Conn., Bush became wealthy in the oil business in Texas before he plunged into Republican politics, first as a county chairman, then as an unsuccessful 1964 Senate candidate and later as a two-term congressman.

In 1970 he lost another campaign for the Senate to Democrat Lloyd Bentsen. Former President Richard M. Nixon, who had urged Bush to give up a safe House seat to run for the Senate, named him ambassador to the United Nations.

WHEN NIXON needed to refurbish the Republican National Committee, which he had virtually ignored in his 1972 re-election campaign, he picked Bush to be party chairman. The New York Times commented at the time that Bush had said he regretted that politics had come to be regarded as a shady and grubby business.

During the two years Bush led the party, the public came to realize just how shady and grubby politics could become. Nixon was enmeshed in the Watergate scandal that drove him from office. But Bush was able to keep most of the taint away from the GOP

organization, convincing people that the party was more a victim than an accomplice in the scandal.

Shortly after Ford took office Aug. 9, 1974, he named Bush to head the U.S. diplomatic mission in Peking.

It may be a good time to replace Bush in China. The cool reception Kissinger received on his recent trip to Peking shows a deterioration in Sino-American relations. Although there is no evidence that Bush is at fault, there are indications that it might be advantageous to send a new envoy.

Still boyish-looking at 51, Bush keeps fit with daily exercises and with occasional tennis, golf and boating. He was married Jan. 6, 1945 to the former Barbara Pierce, the daughter of the late Marvin Pierce, publisher of McCall's Magazine.

FORD HAS BEEN working for months on a reorganization of the CIA in response to charges that the agency is not responsible to civilian control.

Administration officials have said the President probably will recommend strengthening the role of the Foreign Intelligence Advisory Board and the establishment of a joint congressional committee to oversee the agency.

There was no indication whether Ford would follow the advice of the Murphy Commission, a 12-member panel which reported last June on recommendations to reorganize foreign policy and national security agencies, to move the director of intelligence into the White House to give him greater independence from the CIA's career staff.

Colby moved up to be CIA director from the post of deputy director in charge of covert operations. At one point, Colby ran the Phoenix program in South Vietnam, a project intended to break down the infrastructure of the Vietcong. Critics have called it a murder program, although Colby